

# The 21 Irrefutable Laws of Leadership

Dr. John C. Maxwell

## Follow Them and People Will Follow You

*When the country is in chaos, everybody has a plan to fix it —  
but it takes a leader of real understanding to straighten things out."*

—Prov. 28:2" (The Message)

## The Qualifying Tests to Become Leadership Laws

1. Not based on \_\_\_\_\_, \_\_\_\_\_ or \_\_\_\_\_.
2. Relate and apply to \_\_\_\_\_ communities.
3. Recognized by other \_\_\_\_\_ as Leadership Laws.
4. Stand the test of \_\_\_\_\_.

### Observations:

1. These laws can be \_\_\_\_\_.
2. These laws stand \_\_\_\_\_.
3. These laws carry \_\_\_\_\_.

*If only Robert McNamara had known the Law of Solid Ground.  
The War in Vietnam — and everything that happened at home because of it —  
might have turned out differently.*

4. These laws are the \_\_\_\_\_ of leadership.

The Intentional Process of Raising Leaders:

The Book: *The 21 Irrefutable Laws of Leadership* = A Picture of the Laws

\_\_\_\_\_

Audio Tapes. *Living the 21 Laws of leadership* = A Personal Application of the Laws

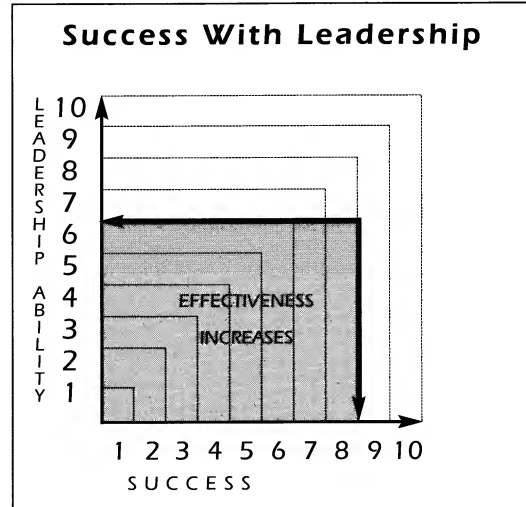
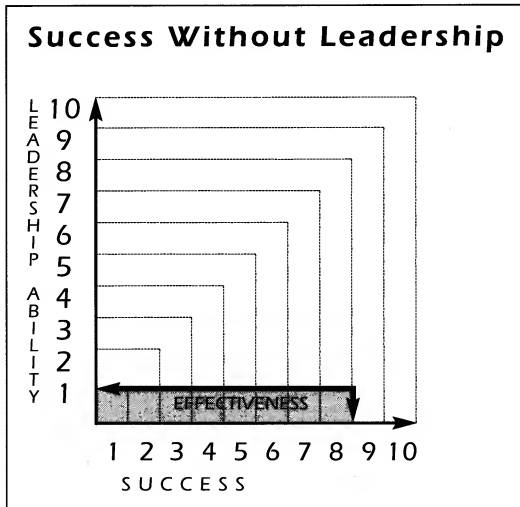
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Video Tapes: *Learning the 21 Laws of Leadership* = A Corporate Application  
of the Laws

\_\_\_\_\_

1. The Law of the \_\_\_\_\_

Leadership Determines the Level of Effectiveness



*"When good people run things, everyone is glad, but when the ruler is bad, everyone groans."*  
 —Prov. 29:2 (The Message)

**Questions:**

- (1) What is the Lid # on my leadership?
- (2) Would those around me agree with my assessment?
- (3) What is my plan to increase my Lid # ?
- (4) What are the Lid #'s of those that work with me?

Names	(#1-10)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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(5) What is my plan to increase their Lid #'s ? \_\_\_\_\_

**Evaluate Your Mastery of the Law of the Lid (1-10)** \_\_\_\_\_

Resources: Five Levels of Leadership	Video Kit	\$119.95	T1109
Leadership Limitations	MIC Tape	\$12.00	I5026
Lifting People to a Higher Level	ILC Tape	\$12.00	C5122
<i>Developing the Leader Within You</i>	Book	\$17.95	B2014

To order these resources or for more information please call 1-800-333-6506

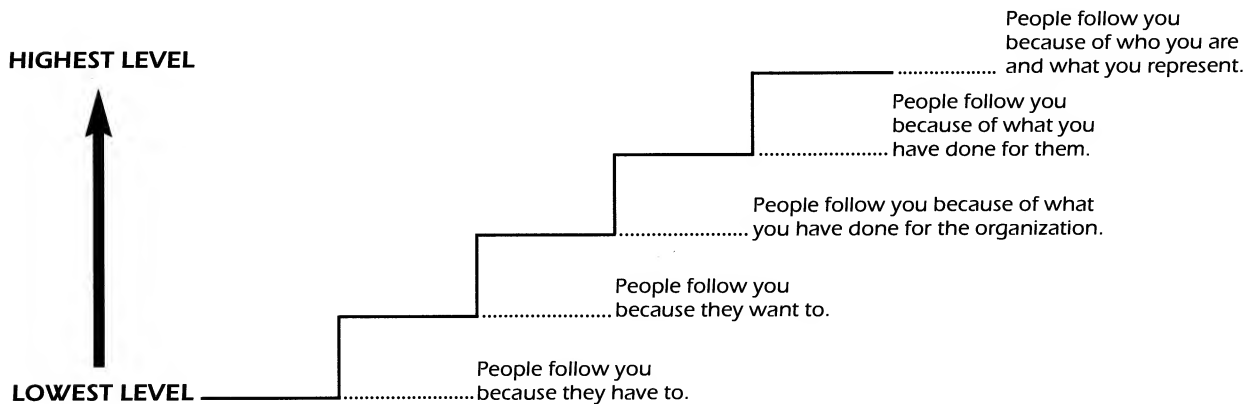
## 2. The Law of \_\_\_\_\_

### **The True Measure of Leadership is Influence — Nothing More, Nothing Less**

It's not the *Position* that makes the *Leader* —  
It's the *Leader* who makes the *Position*!

The best way to test a leader is to ask them to lead a \_\_\_\_\_ organization.

### **The 5 Levels of Leadership (Influence)**



#### **Questions:**

- (1) What is the level of my influence with the leaders of my organization? \_\_\_\_\_
- (2) What is the level of my influence with the followers of my organization? \_\_\_\_\_
- (3) Who are the top 10 influencers of my organization? \_\_\_\_\_
- (4) Do I influence the influencers? \_\_\_\_\_

#### **Evaluate your mastery of the Law of Influence (1–10) \_\_\_\_\_**

Resources: Taking an Influence Inventory	MIC Tape	\$12.00	I5029
The 5 Levels of Leadership	Video Kit	\$119.95	I5029
<i>Becoming a Person of Influence</i>	Book	\$19.99	B2139
<i>Be a People Person</i>	Book	\$6.99	B2002A

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### 3. The Law of \_\_\_\_\_

#### Leadership Develops Daily, Not in a Day

*"Like the horizons for breadth and the ocean for depth, the understanding of a good leader is broad and deep."*

—Prov. 25:3 (The Message)

We \_\_\_\_\_ the event and \_\_\_\_\_ the process!

#### The Event

Encourages \_\_\_\_\_

\_\_\_\_\_ People

Is a \_\_\_\_\_ Issue

\_\_\_\_\_ People

Is \_\_\_\_\_

Leadership is Many Faceted:

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

4) \_\_\_\_\_

#### The Process

Encourages \_\_\_\_\_

\_\_\_\_\_ People

Is a \_\_\_\_\_ Issue

\_\_\_\_\_ People

Is \_\_\_\_\_

(5) \_\_\_\_\_

(6) \_\_\_\_\_

(7) \_\_\_\_\_

(8) \_\_\_\_\_

The secret of our success is found in our \_\_\_\_\_ agenda.

What Can be Discovered in our Daily Agenda?

(1) \_\_\_\_\_ (4) \_\_\_\_\_ (7) \_\_\_\_\_

(2) \_\_\_\_\_ (5) \_\_\_\_\_ (8) \_\_\_\_\_

(3) \_\_\_\_\_ (6) \_\_\_\_\_ (9) \_\_\_\_\_

*Champions don't become champions in the ring — they are merely recognized there!*

—Unknown

**Questions:**

- (1) Do I have a daily plan to grow as a leader? \_\_\_\_\_
- (2) Do I have a leadership growth plan for my team? \_\_\_\_\_
- (3) Am I developing a leadership culture in my organization? \_\_\_\_\_
- (4) What are the evidences of a leadership culture? \_\_\_\_\_

**Evaluate Your Mastery of the Law of Process (1-10) \_\_\_\_\_**

Resources: INJOY Life Club

Monthly Tape Clubs      \$36.00  
quarterly by  
credit card  
C5QCC

Maximum Impact

Monthly Tape Clubs      \$36.00  
quarterly by  
credit card  
I5QCC

Serving Today

Monthly Tape Clubs      \$33.00  
quarterly by  
credit card  
L5QCC

100 Lessons on Leadership

Tape Kit      \$250.00  
C5007

*The 21 Irrefutable Laws of Leadership*

Book / Video Tapes      \$17.99  
B2143

Living the 21 Laws of Leadership

Audio Tapes      \$189.95  
B2143T

*The Success Journey*

Book      \$19.99  
B2133

To order these resources or for more information please call 1-800-333-6506

**4. The Law of \_\_\_\_\_****Anyone Can Steer the Ship, but It Takes a Leader to Chart the Course**

*"A good leader remains focused. Controlling your destination is better than being controlled by it."*

—Jack Welch

"A leader is one who sees \_\_\_\_\_ than others see.

A leader is one who sees \_\_\_\_\_ than others see.

A leader is one who sees \_\_\_\_\_ others see."  
—Leroy Eims

*"Realistic leaders are objective enough to minimize illusions.  
They understand that self-deception can cost them their vision."*

—Bill Easum

P _____	A _____
L _____	H _____
A _____	E _____
N _____	A _____
	D _____

The Secret of the Law of Navigation: \_\_\_\_\_

**It's not the size of the project that determines its acceptance, support, and success.  
It's the size of the leader.**

**Questions:**

- (1) Do I know where I am going? \_\_\_\_\_
  - (2) Should I take my people with me? \_\_\_\_\_
  - (3) If so, what is the process? \_\_\_\_\_
  - (4) Have I shared the vision and the process with my leaders? \_\_\_\_\_
  - (5) Have I received their input and blessing? \_\_\_\_\_
- \_\_\_\_\_

**Evaluate Your Mastery of the Law of Navigation (1–10)** \_\_\_\_\_

Resources: Communicating to Change Lives	Video / Audio Kit	\$139.95	T1154
Casting a Courageous Vision	Video / Audio	\$20.00	V3017
Preparation—The Separating Between Winning and Losing	ILC Tape	\$12.00	C5132

**God, the Great Navigator / Leader**

*"Good leadership is a channel of water controlled by God; He directs it to whatever end He chooses."*

—Prov. 21:1 (The Message)



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### 5. The Law of \_\_\_\_\_

#### When the Real Leader Speaks, People Listen

Positional leaders have a title but not always a \_\_\_\_\_.

Real leaders have a following but not always a \_\_\_\_\_.

Positional leaders influence \_\_\_\_\_ people.

Real leaders influence \_\_\_\_\_.

Real Leaders become Real Leaders because of \_\_\_\_\_ — Who they are

Real Leaders become Real Leaders because of \_\_\_\_\_ — Who they know

Real Leaders become Real Leaders because of \_\_\_\_\_ — What they know

Real Leaders become Real Leaders because of \_\_\_\_\_ — What they feel

Real Leaders become Real Leaders because of \_\_\_\_\_ — Where they've been

Real Leaders become Real Leaders because of \_\_\_\_\_ — What they've done

Real Leaders become Real Leaders because of \_\_\_\_\_ — What they can do

#### Questions:

(1) Am I a real leader? \_\_\_\_\_

(2) Who are the real leaders in my organization? \_\_\_\_\_

(3) Do I have an excellent relationship with the real leaders? \_\_\_\_\_

(4) If not, why not? \_\_\_\_\_

#### Evaluate Your Mastery of the Law of EF Hutton (1-10) \_\_\_\_\_

*"A good leader motivates, doesn't mislead, doesn't exploit."* —Prov. 4:10(The Message)

Resources: Ten Commandments of a Communicator	ILCTape	\$12.00	C5052
Power of Passion	ILC Tape	\$12.00	C5095
Communicating to Change Lives	Video / Audio Kit	\$139.95	T1154

## 6. The Law of \_\_\_\_\_

### Trust is the Foundation of Leadership

Trust is the glue that holds an organization and its leader together.

To build trust, you must demonstrate CONSISTENT \_\_\_\_\_ +  
 CONSISTENT \_\_\_\_\_.

A leader cannot continue to break trust with people and continue to influence them.

*"Good leaders abhor wrongdoing of all kinds; sound leadership has a moral foundation."*  
 —Prov. 16:12 (The Message)

#### Questions:

- (1) Do I have "change in my pocket?" \_\_\_\_\_
- (2) Is my "change" increasing or decreasing? \_\_\_\_\_
- (3) Do I pass the integrity test? \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Evaluate your mastery of the Law of Solid Ground. (1-10)** \_\_\_\_\_

#### The Integrity Test

With integrity — The longer I lead, the \_\_\_\_\_ it gets.

Without integrity — The longer I lead, the \_\_\_\_\_ it becomes.

Resources: Paul, A Leader Who Lasted	ILC Tape	\$12.00	C513A
Faith in the Man at the Top	ILC Tape	\$12.00	C5034
Becoming a Man of God's Word	PK Video	\$14.95	V2001
Five Levels of Leadership	Video Kit	\$119.95	V3009

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### 7. The Law of \_\_\_\_\_

#### People Naturally Follow Leaders Stronger Than Themselves

People don't follow people by accident.

When people respect you as a person, they \_\_\_\_\_ you.

When people respect you as a friend, they \_\_\_\_\_ you.

When people respect you as a leader, they \_\_\_\_\_ you.

**The more leadership ability a person has, the more quickly  
he recognizes leadership — or it's lack — in others.**

#### How a Leader Gains Respect

*"Leadership gains authority and respect when the voiceless poor are treated fairly."*

—Prov. 12:14 (The Message)

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

(4) \_\_\_\_\_

(5) \_\_\_\_\_

(6) \_\_\_\_\_

#### The Test of Respect

(1) The response of the people when the leader asks for \_\_\_\_\_

(2) The response of the people when the leader asks for \_\_\_\_\_

#### Questions:

(1) Do I possess the qualities that earn respect? \_\_\_\_\_

(2) Do those closest to me respect me? \_\_\_\_\_

**Evaluate your mastery of the Law of Respect. (1-10)** \_\_\_\_\_

Resource: "R-E-S-P-E-C-T, Tell Me What You Think of Me" ILC Tape \$12.00 C5114

## 8. The Law of \_\_\_\_\_

### **Leaders Evaluate Everything With a Leadership Bias**

"Who you are determines what you see."

Leaders are \_\_\_\_\_ . . . They Read and Respond

They Read and Sense . . .

(1) \_\_\_\_\_ (5) \_\_\_\_\_

(2) \_\_\_\_\_ (6) \_\_\_\_\_

(3) \_\_\_\_\_ (7) \_\_\_\_\_

(4) \_\_\_\_\_ (8) \_\_\_\_\_

*"A leader of good judgement gives stability; an exploiting leader leaves a trail of waste."*  
—Prov. 29:4 (The Message)

### **Questions:**

(1) Do I continue to get "blindsided" by people and events around me? \_\_\_\_\_

(2) Do others think ahead better than me? \_\_\_\_\_

(3) If so, who are they? \_\_\_\_\_

(4) Do I rely on others to help me with their intuitiveness? \_\_\_\_\_

### **Evaluate Your Mastery of the Law of Intuition. (1-10)** \_\_\_\_\_

Resources: How Leaders Think	ILC Tape	\$12.00	C5102
Insights Into Intuition	ILC Tape	\$12.00	C507A
Thinking Your Way to the Top	ILC Tape	\$12.00	C5139

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### 9. The Law of \_\_\_\_\_

#### Who You Are Is Who You Attract

Write down the top 3 qualities in people that you would like to attract to your organization.

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

Al McGuire: *"A team should be the extension of the coach's personality.  
My teams were arrogant and obnoxious."*

#### Key Areas of Attraction:

(1) \_\_\_\_\_ (4) \_\_\_\_\_

(2) \_\_\_\_\_ (5) \_\_\_\_\_

(3) \_\_\_\_\_ (6) \_\_\_\_\_

#### Questions:

(1) Does our mission statement reflect who we are or who we want to be? \_\_\_\_\_

(2) Are there changes I need to make to attract qualities that I do not possess?

\_\_\_\_\_  
\_\_\_\_\_

Evaluate your mastery of the Law of Attraction. (1-10) \_\_\_\_\_

Resources: What to Look For in a Leader	ILC Tape	\$12.00	C5125
Relationships, They Make or Break Me	ILC Tape	\$12.00	C5027
Attitudes that Give you Altitude	ILC Tape	\$12.00	C5044
Developing Leaders to Make a Difference	Audio Kit	\$139.95	T1133

**10. The Law of \_\_\_\_\_**

**Leaders Touch a Heart Before They Ask for a Hand**

The ability to “connect” with people is essential to strong leadership.

**You can't move people to action unless you first move them with emotion.  
The heart comes before the head.**

All great communicators have one thing in common . . . they \_\_\_\_\_ with people.

Connecting with people is the \_\_\_\_\_ responsibility.

**How to Connect with People**

- (1) Connect with \_\_\_\_\_.
- (2) Share with \_\_\_\_\_ and \_\_\_\_\_.
- (3) Live your \_\_\_\_\_.
- (4) Know your \_\_\_\_\_.
- (5) Communicate on \_\_\_\_\_ level.
- (6) Give \_\_\_\_\_ totally to the people and the message.
- (7) \_\_\_\_\_ totally in the people and the message.
- (8) Share how the message has touched \_\_\_\_\_.
- (9) Offer \_\_\_\_\_ and \_\_\_\_\_.

**On Boss's Day in 1994, a full—page ad appeared in *USA Today*. It was contracted and paid for by the employees of Southwest Airlines, and it was addressed to Herb Kelleher, the company's CEO.**

### THANKS, HERB

For remembering every one of our names.  
For supporting the Ronald McDonald House.  
For helping load baggage on Thanksgiving.  
For giving everyone a kiss (and we mean everyone).  
For listening.  
For running the only profitable major airline.  
For singing at our holiday party.  
For singing only once a year.  
For letting us wear shorts and sneakers to work.  
For golfing at The LUV Classic with only one club.  
For outtalking Sam Donaldson.  
For riding your Harley Davidson into Southwest Headquarters.  
For being a friend, not just a boss.

Happy Boss's Day From Each One of Your 16,000 Employees.

#### Questions:

**How well do I connect with others in the following areas?**

- A. Speaking \_\_\_\_\_
- B. Conversation \_\_\_\_\_
- C. Small Group Meetings \_\_\_\_\_
- D. Board Meetings \_\_\_\_\_

**Evaluate your mastery of the Law of Connection. (1-10)** \_\_\_\_\_

*"Good-tempered leaders invigorate lives; they're like spring rain and sunshine."*  
—Prov. 16:15 (The Message)

Resources: "What Every Leader Should Know About People"	ILC Tape	\$12.00
		C5138
<i>Be a People Person</i>	Book	\$6.99
		B2002A
<i>Becoming a Person of Influence</i>	Book	\$19.99
		B2139
Developing Leaders After God's Own Heart	Audio Kit	\$139.95
		T1144

**11. The Law of \_\_\_\_\_**

**A Leader's Potential is Determined by Those Closest to Him**

"The best executive is the one who has sense enough to pick good men to do what he wants done, and self restraint enough to keep from meddling while they do it."

—Teddy Roosevelt

**Inner Circle Commitments**

(1) \_\_\_\_\_

(2) \_\_\_\_\_

**Evaluation Tool**

\_\_\_\_\_ Value — Those who raise up themselves.

\_\_\_\_\_ Value — Those who raise up the morale of the organization.

\_\_\_\_\_ Value — Those who raise up the leader.

\_\_\_\_\_ Value — Those who raise up others.

\_\_\_\_\_ Value — Those who raise up people who raise up people.

(3) \_\_\_\_\_

*"Good leaders cultivate honest speech; they love advisors who tell them the truth."*

—Prov. 16:13 (The Message)

**Questions:**

(1) What is the average leadership # of my key laity? \_\_\_\_\_

(2) Do I have a leadership development program for them? \_\_\_\_\_

(3) What is the average leadership # of my staff? \_\_\_\_\_

(4) Do I have a leadership development program for them? \_\_\_\_\_

**Evaluate Your Mastery of the Law of the Inner Circle. (1–10) \_\_\_\_\_**



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Resources: Staffing With Excellence	Audio Kit	\$129.95	DR008
The Soul of INJOY	ILC Tape	\$12.00	C5135
Searching for Eagles	ILC Tape	\$12.00	C5107
How to Select a Supporting Cast	ILC Tape	\$12.00	C5113

To order these resources or for more information please call 1-800-333-6506

**12.The Law of \_\_\_\_\_****Only Secure Leaders Give Power to Others**

The people's capacity to achieve is determined by their leader's willingness and ability to empower.

Why Do Leaders Fail to Empower Others?

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

(4) \_\_\_\_\_

*It's amazing what can be accomplished if the leader doesn't care who gets the credit.*

(5) \_\_\_\_\_

**You can't lead people if you need people.**

**Questions:**

(1) What is my Empowerment # ? \_\_\_\_\_

(2) If it is low, revisit the section "Why Do Leaders Fail to Empower Others?" \_\_\_\_\_

In which areas are you weak? \_\_\_\_\_

**Evaluate Your Mastery of the Law of Empowerment. (1-10) \_\_\_\_\_**

Resources: Security or Sabotage	ILC Tape	\$12.00	CS141
Lifting People to a Higher Level	ILC Tape	\$123.00	C5122
The Portrait of a Leader	MIC Tape	\$12.00	I502A
<i>Developing the Leader Within You</i>	Book	\$17.95	B2014

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### 13. The Law of \_\_\_\_\_

#### It Takes a Leader to Raise Up a Leader

We teach what we know — We reproduce what we are!

It takes a Leader to \_\_\_\_\_ a Leader.

It takes a Leader to \_\_\_\_\_ a Leader.

It takes a Leader to \_\_\_\_\_ a Leader.

#### Q. "Why don't all leaders develop other leaders?"

(1) They are \_\_\_\_\_.

(2) They spend too much time with \_\_\_\_\_.

(3) Followers are easier to find and lead than \_\_\_\_\_.

(4) They don't recognize the \_\_\_\_\_ of developing leaders.

(5) Leadership has been viewed as a \_\_\_\_\_ effort,  
not a \_\_\_\_\_ one.

#### Questions:

(1) Am I reproducing leaders in my life? \_\_\_\_\_

(2) If not, why not? \_\_\_\_\_

#### Reproduction Strategy:

(1) Make a \_\_\_\_\_ commitment to reproduce leaders.

(2) Create an \_\_\_\_\_ that attracts potential leaders.

(3) Develop a system to \_\_\_\_\_ and \_\_\_\_\_ potential leaders.

(4) Provide Leadership training \_\_\_\_\_.

Evaluate Your Mastery of the Law of Reproduction. (1-10) \_\_\_\_\_

**Resources:**

Personal Growth Training — ILC and MIC Monthly Tapes \$36.00 per quarter

**Basic Leadership Training Strategy:**

Book — *The 21 Irrefutable Laws of Leadership* — For all leaders \$17.99 B2143

Audio — Living the 21 Irrefutable Laws of Leadership  
— Teaching Application \$189.95 B2143T

**Other Leadership Resources: Board —**

Developing Leaders to Make a Difference — 1st Year \$139.95 T1133

Developing Leaders After God's Own Heart — 2nd Year \$139.95 T1144

**Potential Leaders:**

Joshua's Men \$119.95 DR001

Mentoring Women \$119.95

**Retreats:**

Developing the Leader Within You Video \$199.00 B2014K

Developing the Leaders Around You Video \$199.00 B2057K

**Books:**

*The 21 Laws of Leadership* — 1<sup>st</sup> Book for all Leaders \$17.99 B2143

*Developing the Leader Within You* — 2<sup>nd</sup> Book for all Leaders \$17.95 B2014

*Shoulder to Shoulder* — Inner Circle People \$10.99 DR007

*The Winning Attitude* — Leadership Position People \$11.00 B2007

*Becoming a Person of Influence* — Leadership Position People \$19.99 B2139

*The Success Journey* — Young Potential Leaders \$19.99 B2133

*Developing the Leaders Around You* — Advanced Leaders — Staff \$19.95 B2057

To order these resources or for more information please call 1-800-333-6506

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### 14. The Law of \_\_\_\_\_

#### **People Buy Into the Leader, Then the Vision**

Every message is filtered through the \_\_\_\_\_

*"The mark of a good leader is loyal followers;  
Leadership is nothing without a loyal following."* —Prov. 14:28(The Message)

When the Followers don't like the Leader or the Vision,  
they look for another \_\_\_\_\_.

When the Followers don't like the Leader but they like the Vision,  
they look for another \_\_\_\_\_.

When the Followers like the Leader but not the Vision,  
they change the \_\_\_\_\_.

When the Followers like the Leader and the Vision,  
they accomplish the \_\_\_\_\_.

The Leader finds the \_\_\_\_\_ and then the \_\_\_\_\_.

The People find the \_\_\_\_\_ and then the \_\_\_\_\_.

#### **Questions:**

(1) Have the people bought into me? (1-10) \_\_\_\_\_

(2) Have I bought into the people? (1-10) \_\_\_\_\_

**Evaluate your mastery of the Law of Buy—In. (1-10)** \_\_\_\_\_

"It's wonderful when the people believe in the leader.  
It's MORE wonderful when the leader believes in the people."

Resources: Vision . . . The Process of Passing it On	Audio Kit	\$40.00	T1109
The Value of Vision	ILC Tape	\$12.00	C504A
What Followers Expect from Leaders	ILC Tape	\$12.00	C5074

## 15. The Law of \_\_\_\_\_

### Leaders Find a Way for the Team to Succeed

**Victorious leaders find the alternative to winning unacceptable, so they find out what needs to be done to achieve victory, and then they go after it with everything at their disposal.**

*Lincoln never forgot that the nation's victory was his highest priority, ahead of his own pride, reputation, and personal comfort. He surrounded himself with the best leaders possible, empowered his generals, and was never afraid to give others the credit for the Victories the Union gained. For example, following General Grant's victory at Vicksburg, Lincoln sent a letter to him saying, "I never had any faith, except the general hope that you knew better than I . . . I now wish to make the personal acknowledgment that you were right and I was wrong."*

*Jefferson Davis, on the other hand, never made victory his priority. When he should have been thinking like a revolutionary, he worked like a bureaucrat. When he should have been delegating authority and decision—making to his generals — the best in the land — he spent his time micro—managing them. And worst of all, he was more concerned with being right than with winning. Historian David M. Potter says of Davis, "He used an excessive share of his energy in contentious and even litigious argument to prove he was right. He seemed to feel that if he were right that was enough; that it was more important to vindicate his own rectitude than to get results." Davis violated the Law of Victory, and as a consequence his people suffered terrible defeat.*

**What is our aim? I answer in one word:  
Victory — victory at all costs,  
victory in spite of all terror, victory,  
however long and hard the road may be;  
for without victory there is no survival.**

—Winston Churchill

What does the Law of Victory look like?

- \_\_\_\_\_ is Responsible
- \_\_\_\_\_ is Unacceptable
- \_\_\_\_\_ is Unquenchable

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\_\_\_\_\_ is Essential  
\_\_\_\_\_ is Unthinkable  
\_\_\_\_\_ is Unquestionable  
\_\_\_\_\_ is Inevitable

*"When good people are promoted, everything is great, but when the bad are in charge, watch out!"*

—Prov. 28

**Questions:**

- (1) Does my team consistently win? \_\_\_\_\_
- (2) If not, why not? Start by reviewing, what the Law of Victory looks like. \_\_\_\_\_
- \_\_\_\_\_

**Evaluate Your Mastery of the Law of Victory. (1—10)** \_\_\_\_\_

Resources: Characteristics of a Giant Killer	ILC Tape	\$12.00	C5119
Why Winners Win	ILC Tape	\$12.00	C5093
Marching Off the Map	ILC Tape	\$12.00	C509B
How to Get Morale Up in Down Times	ILC Tape	\$12.00	C5094

**16. The Law of the \_\_\_\_\_****Momentum is a Leader's Best Friend**

Many times, the only difference between winning and losing is \_\_\_\_\_.

Momentum is the \_\_\_\_\_ !

Momentum makes leaders \_\_\_\_\_ better than they are.

Momentum makes followers \_\_\_\_\_ better than they are.

No momentum makes leaders look \_\_\_\_\_ than they are.

No momentum makes followers \_\_\_\_\_ worse than they are.

Leaders are like \_\_\_\_\_ — They control the temperature.

Followers are like \_\_\_\_\_ — They record the temperature.

**How to Move the Big Mo**

(1) Understand it's \_\_\_\_\_.

(2) \_\_\_\_\_ what the motivating factors are in your organization.

(3) \_\_\_\_\_ the de-motivating factors in your organization.

(4) Schedule times for \_\_\_\_\_ and \_\_\_\_\_.

(5) \_\_\_\_\_ and \_\_\_\_\_ people who move the ball forward.

(6) Practice \_\_\_\_\_ Leadership.

**Questions:**

(1) What are the motivating factors of my organization? \_\_\_\_\_

\_\_\_\_\_

(2) What are the de-motivating factors of my organization? \_\_\_\_\_

\_\_\_\_\_



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**THE 21 IRREFUTABLE LAWS OF LEADERSHIP**

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(3) What am I doing to increase the motivating factors? \_\_\_\_\_

\_\_\_\_\_

(4) What am I doing to decrease the de-motivating factors? \_\_\_\_\_

\_\_\_\_\_

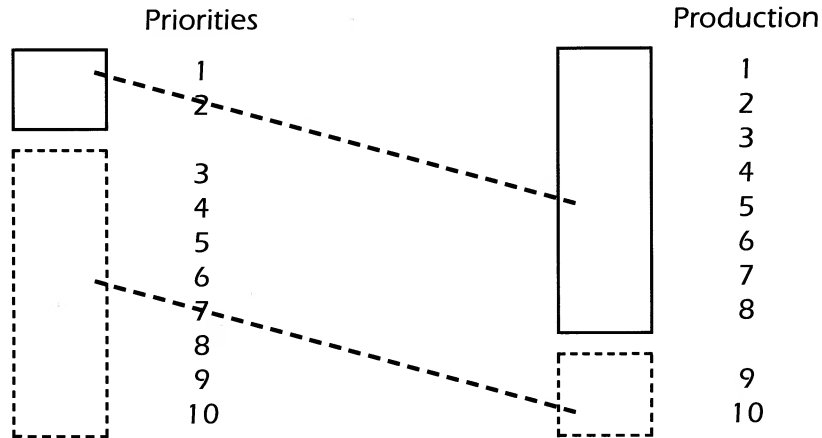
**Evaluate Your Mastery of the Law of the Big Mo. (1-10)** \_\_\_\_\_

Resources: Momentum, the Best Friend a Leader Ever Had	ILC Tape	\$12.00	C5086
How to Regain Lost Momentum	ILC Tape	\$12.00	C5131

To order these resources or for more information please call 1-800-333-6506

# 17. The Law of \_\_\_\_\_

Leaders Understand that Activity is Not Necessarily Accomplishment



The 3 Priority Questions:

R \_\_\_\_\_ What is required of me?

R \_\_\_\_\_ What gives me the greatest return?

R \_\_\_\_\_ What gives me the greatest reward?

JM's 4 Priorities: (1) \_\_\_\_\_ (3) \_\_\_\_\_

(2) \_\_\_\_\_ (4) \_\_\_\_\_

Questions:

(1) What are my top 20% priorities? \_\_\_\_\_

(2) Who are my top 20% people? \_\_\_\_\_

Evaluate Your Mastery of the Law of Priorities. (1-10) \_\_\_\_\_

Resources: Priorities — The Pathway to Success	Video Kit	\$119.95	V3010
<i>Developing the Leader Within You</i>	Book	\$17.95	B2014

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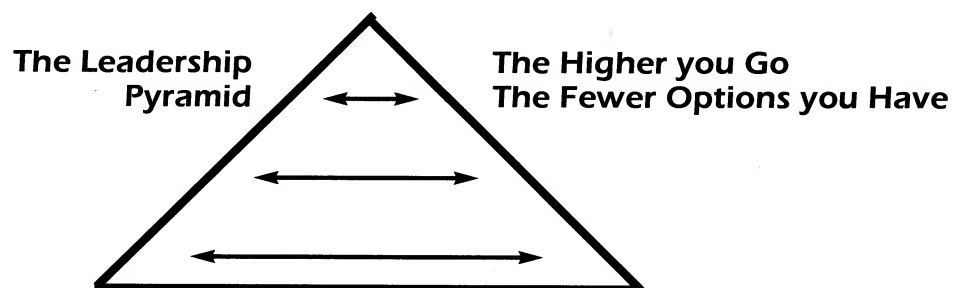
## THE 21 IRREFUTABLE LAWS OF LEADERSHIP

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### 18. The Law of \_\_\_\_\_

#### A Leader Must Give Up to Go Up

"For everything you gain, you must lose something." —Emerson



Sacrifice Statements:

- (1) There is no success without \_\_\_\_\_.
- (2) The \_\_\_\_\_ the level of leadership — the greater the sacrifice.
- (3) You have to give up to \_\_\_\_\_.

What got you there won't keep you there.

The greatest threat to tomorrow's success is \_\_\_\_\_ success.

#### Questions:

- (1) What is my next level of growth that I must climb and conquer? \_\_\_\_\_
- (2) What will I have to give up? \_\_\_\_\_
- (3) Am I willing to do it? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

#### Evaluate Your Mastery of the Law of Sacrifice. (1–10) \_\_\_\_\_

Resource: Ten Tradeoffs Usually Worth Making	ILC Tape	\$12.00	C5118
How to Fail Forward	ILC Tape	\$12.00	C5116

## 19. The Law of \_\_\_\_\_

### **When to Lead is as Important as What to Do and Where to Go**

*"Make hay while the sun shines — that's smart;  
go fishing during the harvest — that's stupid."* —Prov. 10:7 (The Message)

The Wrong Action at the Wrong Time = \_\_\_\_\_

The Wrong Action at the Right Time = \_\_\_\_\_

The Right Action at the Wrong Time = \_\_\_\_\_

The Right Action at the Right Time = \_\_\_\_\_

### **The Law of Timing is a Double-Edged Sword!**

Timing Requires . . .

(1) \_\_\_\_\_ (4) \_\_\_\_\_

(2) \_\_\_\_\_ (5) \_\_\_\_\_

(3) \_\_\_\_\_ (6) \_\_\_\_\_

(7) \_\_\_\_\_

Note: The Laws of Intuition and Timing are the two most difficult to teach.

### **Questions:**

(1) Review the requirements of Timing. What are your weak areas? \_\_\_\_\_

(2) Who should you ask to help you in this area? \_\_\_\_\_

Hint: Naturally-gifted Leaders excel in this area.

### **Evaluate Your Mastery of the Law of Timing. (1–10) \_\_\_\_\_**

Resources: When to Move in Leadership	ILC Tape	\$12.00	C5056
Insights About Intuition	ILC Tape	\$12.00	C507A
Decision Making	Audio Kit	\$45.00	T1121

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## THE 21 IRREFUTABLE LAWS OF LEADERSHIP

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### 20. The Law of \_\_\_\_\_

**To Add Growth, Lead Followers — To Multiply, Lead Leaders**

Followers Math = \_\_\_\_\_

Leaders Math = \_\_\_\_\_

\_\_\_\_\_ % of all leaders, gather followers, not leaders!

Why? (1) Leaders are hard to \_\_\_\_\_.

(2) Leaders are hard to \_\_\_\_\_.

(3) Leaders are hard to \_\_\_\_\_.

The Differences Between { Leaders who Develop Leaders &  
Leaders who Develop Followers }

(1) \_\_\_\_\_

Leaders who develop Followers . . . \_\_\_\_\_

Leaders who develop Leaders . . . \_\_\_\_\_

(2) \_\_\_\_\_

Leaders who develop Followers focus on the \_\_\_\_\_ of people.

Leaders who develop Leaders focus on the \_\_\_\_\_ of people.

(3) \_\_\_\_\_

Leaders who develop Followers devote attention to the \_\_\_\_\_ 20%.

Leaders who develop Leaders devote attention to the \_\_\_\_\_ 20%.

(4) \_\_\_\_\_

Leaders who develop Followers are \_\_\_\_\_ Leaders.

Leaders who develop Leaders are \_\_\_\_\_ Leaders.

(5) \_\_\_\_\_

Leaders who develop Followers lift up \_\_\_\_\_.

Leaders who develop Leaders lift up \_\_\_\_\_.

(6) \_\_\_\_\_

Leaders who develop Followers \_\_\_\_\_ time with people.

Leaders who develop Leaders \_\_\_\_\_ time with people.

(7) \_\_\_\_\_

Leaders who develop Followers ask for \_\_\_\_\_ commitment.

Leaders who develop Leaders ask for \_\_\_\_\_ commitment.

(8) \_\_\_\_\_

Leaders who develop Followers lead everyone the \_\_\_\_\_.

Leaders who develop Leaders lead everyone \_\_\_\_\_.

(9) \_\_\_\_\_

Leaders who develop Followers impact \_\_\_\_\_ generation.

Leaders who develop Leaders impact \_\_\_\_\_ generation.

My friend Dale Galloway says, *"Some leaders want to make followers. I want to make leaders. Not only do I want to make leaders, but leaders of leaders. And then, leaders of leaders of leaders."*

**Questions:**

(1) What is my leadership # ? \_\_\_\_\_

Note: That will determine the quality of person you attract.

(2) Review the Nine Differences between Leaders who develop Leaders and Leaders who develop Followers. Which side do you fall on? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Evaluate Your Mastery of the Law of Explosive Growth. (1-10)** \_\_\_\_\_

Resources:	<i>Developing the Leaders Around You</i>	Book	\$17.95	B2057
	<i>Developing the Leaders Around You</i>	Video	\$199.00	B2057K

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## THE 21 IRREFUTABLE LAWS OF LEADERSHIP

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### 21. The Law of \_\_\_\_\_

#### A Leader's Lasting Value is Measured by Succession

"Succession is one of the key responsibilities of leadership."

—Max Depree, *Leadership is an Art*

\_\_\_\_\_ comes when someone is able to do great things \_\_\_\_\_

\_\_\_\_\_.

\_\_\_\_\_ comes when he empowers followers to do great things

\_\_\_\_\_.

\_\_\_\_\_ comes when he develops leaders to do great things

\_\_\_\_\_.

\_\_\_\_\_ comes when he raises his organization to do great things

\_\_\_\_\_.

#### Questions:

(1) When I leave a responsibility does it get better or worse? Why? \_\_\_\_\_

\_\_\_\_\_

(2) Have I handed the leadership baton off to the next leader with integrity and a solid foundation to continue the success of the organization? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### Evaluate Your Mastery of the Law of Legacy. (1–10) \_\_\_\_\_

Resources: Transitioning with Integrity	Video / Audio Kit	\$99.95	V3013
Success calls for a Successor	ILC Tape	\$12.00	C5121

To order these resources or for more information please call 1-800-333-6506

## Personal Review and Evaluation of the 21 Laws

**1—10**

- 1.The Law of the **Lid** — Leadership Determines the Level of Effectiveness  
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- 2.The Law of **Influence** — The True Measure of Leadership is Influence — Nothing More, Nothing Less  
-----
- 3.The Law of **Process** — Leadership Develops Daily, Not in a Day  
-----
- 4.The Law of **Navigation** — Anyone Can Steer the Ship, but it Takes a Leader to Chart the Course  
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- 5.The Law of **E.F. Hutton** — When the Real Leader Speaks, People Listen  
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- 6.The Law of **Solid Ground** — Trust is the Foundation of Leadership  
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- 7.The Law of **Respect** — People Naturally Follow Leaders Stronger than Themselves  
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- 8.The Law of **Intuition** — Leaders Evaluate Everything Through a Leadership Bias  
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- 9.The Law of **Magnetism** — Who you Are is Who You Attract  
-----
- 10.The Law of **Connection** — Leaders Touch a Heart Before they Ask for a Hand  
-----
- 11.The Law of the **Inner Circle** — A Leader's Potential is Determined by Those Closest to Him  
-----
- 12.The Law of **Empowerment** — Only Secure Leaders Give Power to Others  
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- 13.The Law of **Reproduction** — It Takes a Leader to Raise Up a Leader  
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- 14.The Law of **Buy—In** — People Buy Into the Leader, Then the Vision  
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- 15.The Law of **Victory** — Leaders Find a Way for the Team to Succeed  
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- 16.The Law of the **Big Mo** — Momentum is a Leader's Best Friend  
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- 17.The Law of **Priorities** — Leaders Understand that Activity is Not Necessarily Accomplishment  
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- 18.The Law of **Sacrifice** — A Leader Must Give Up to Go Up  
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- 19.The Law of **Timing** — When to Lead is as Important as What to Do and Where to Go  
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- 20.The Law of **Explosive Growth** — To Add Growth, Lead Followers to Multiply, Lead Leaders  
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- 21.The Law of **Legacy** —A Leader's Lasting Value is Measured by Succession  
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Date\_\_\_\_\_



## THE 21 IRREFUTABLE LAWS OF LEADERSHIP

### Personal Review and Evaluation of the 21 Laws

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